

Airwaves Sheffield Hallam Report	14th February 2017
To: The Leisure and Development Committee For Information	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Accelerating our Economy and Contributing to Prosperity
Outcome	The Borough is seen as a key tourist destination
Lead Officer	Director of Leisure & Development
Cost: (If applicable)	N/A

The purpose of this report is to present Council with the post event analysis of Airwaves 2016 conducted by the Sport Industry Research Centre - Sheffield Hallam University, and to recommend further development plans for 2017-2019.

Background

Previously known as the Northern Ireland International Air Show (NIIA), the first show took place in 1992. At that time the NIIA aimed to raise awareness of Northern Ireland's aviation history and promote and extend the tourism season. However, by 2012 there was a strong consensus that the opportunities to meet those aims were not being maximised with a number of key weaknesses being identified;

- The content of the flying display and ground activity was weak and tired.
- The event lacked commerciality.
- Poor use of digital media.

In February 2014 Council approved plans to reinvent and reinvigorate the Airshow.

- Council agreed the appointment of an external professional services team.
- Council approved plans to rebranded the event as 'Air Waves' and relocate all elements from West Bay to the East Strand area of Portrush.

In 2014 Council's aims for the Airwaves, were revised to;

- Promote NI/Portrush as a key tourist destination.
- Promote the Northern Ireland International Airshow Portrush as Council's signature event.

The specific aims and objectives were to:

- Engage with the local / national / international industry / MOD to raise the profile of the event.
- Interactive (innovative) and engaging day out for all members of the family.
- Provide a 4-5 hour air display.
- Quality corporate and enthusiast experience.

Post Event Analysis

In both 2014 and 2015 the event was deemed to be an overwhelming success, demonstrated by the number of visitors attending the event along with positive feedback received on social media and from local traders.

In 2014 and 2015 consultation with businesses in the town of Portrush reported an increase in sales of circa 30% over the weekend and the Adelphi and Ramada Hotel both reported accommodation enquiries for Air Waves Portrush 2015 and 2016 immediately following the respective events.

The evolving SWOT analysis developed following both 2014 and 2015 events, aims to identify the current position of the event and where it could be in the future. In particular the Project Management Team analysis found the following:

SWOT ANALYSIS 2014/2015

<p>STRENGTHS – that need to be maintained, built upon or leveraged.</p> <ul style="list-style-type: none"> • New air show concept, brand and location very well received. • Interacting and engaging ground footprint maximised the exposure to the town of Portrush to visitors. Involvement of UAS. • Local business and emergency services very supportive. • Event met the aim of extending the business and tourist season. • Well established and dedicated events team. • Cross departmental cooperation was good. • Flying Display admin and organisational structure well received by participants. • Improved media and marketing campaign. • Improved traffic management with park and ride facility. 	<p>WEAKNESSES – that need to be remedied, changed or stopped.</p> <ul style="list-style-type: none"> • Available resources in events team. • Review Cross- departmental Project Plan for the delivery of the Event – Technical team support. • Media Engagement Plan covered only a short period – started late. • Media plan concentrated on message that Council was delivering the event, vice value/aims of the event. • Greater engagement with local businesses and non-Chamber of Commerce members. • Sponsor engagement was limited and uncoordinated. • Limited take-up of Silver Wings Chalet. • Low programme sales. • Issues in 2015 with communications – PA, music system. • Additional car-parking required. • Site layout – customer journey.
<p>OPPORTUNITIES - that need to be prioritised, captured, built on and optimised.</p> <ul style="list-style-type: none"> • 12-month Media Campaign – aligned with aims and vision of Air Waves Portrush – should be coordinated across all Council departments. • Sponsor Engagement Strategy. • Interactive and engaging ‘Air Waves Portrush’ website. • Air Show Programme presents a valuable income stream (sales and advertising) that needs to be exploited. • Silver Wings Chalet – concept proven and now needs greater exposure and marketing. Further develop the product/partnerships. • Develop ‘Waves’ element of Air Waves Portrush. • Greater engagement with businesses outside Chamber of Commerce. • Engage with Ulster Aviation Society for ground exhibits. • Greater engagement and liaison with visiting aircrew would enhance their onsite value. • Live streaming of the event. • Future opportunities/links 2018 RAF Centenary and 2019 British Open. • Improved programme quality and sales. 	<p>THREATS - that need to be countered or minimised and managed.</p> <ul style="list-style-type: none"> • Weather. • Crowd numbers/management. • Traffic Management. • Financial – sponsor and new Council support. • Events Team Resources. • Potential charges from PSNI / Coastguard. • Impact of CAA review.

However, by far the greatest impact on the event planning for 2016 was the increased safety implications applied by the Civilian Aviation Authority (CAA) following the high profile accident on 22 August 2015, when a vintage jet aircraft crashed during a display at the Shoreham Airshow.

Airshow Development

In 2016, Council approved the proposed strategy for Airwaves over the next 4 years:

- To become a multi-site festival event that creates and extends economic benefit throughout the Borough.

The primary aims of the event have been amended:

- To promote the CC&GB area as the key tourist destination.
- Use the Northern Ireland International Airshow – Airwaves as a broader economic driver linked to NI Industry.

To achieve the aforementioned aims, the following initiative are being developed:

- Media Campaign – aligned with the strategy and aims of Air Waves.
- Attract corporate sponsorship for 2016 and beyond.
- Additional activities and sites to extend the event beyond Portrush to increase visitor dwell time and spend during Air Waves.
- The involvement of ADS Group representing Northern Ireland's £1.4bn Aerospace, Defence, Security and Space industry.
- The involvement of Invest Northern Ireland to develop an education, employment and enterprise dimension.
- The involvement of Northern Ireland's tertiary education providers to promote STEM subjects (science, technology, engineering and mathematics) and employment opportunities.

To capitalise on the opportunity provided by the arrival of The Open in 2019, and linkages to the 2018 RAF Centenary, the development plan for Airwaves extends to 2019, including the extension of the contract for services of the professional services team.

Airwaves 2016

Air Waves Portrush 2016 was held on 3rd and 4th September 2016.

It followed a similar format to the events in 2014 and 2015, but as each event occurs the learning from previous years leads to improvements being applied.

The greatest emphasis in 2016 was the application of the extensive modifications to the Event Safety Plan as required by the CAA.

The weather in 2016 was not as stable as in the two previous years, resulting in the curtailing of a number of the displays, including the Red Arrows on the Saturday.

However, in accordance with Council's direction, the event was extended to Portstewart on the Saturday evening. The Aero Sparks Display was a significant success, with an estimated 10,000 people gathered on the newly renovated Portstewart promenade.

On the East Strand site, a STEM village was sited (science, technology, engineering and mathematics), within which both educators and employers promoted courses and employment. The participation and attendance was deemed to be a significant success in its first year.

Independent Assessment

In order to inform the development of Airwaves and validate the view that the event was deemed to be a success, the Sport Industry Research Centre from Sheffield Hallam University was commissioned to:

Conduct a programme of primary research in order to estimate the additional expenditure generated in the local economy (determined as the Causeway Coast and Glens Borough Council area) as a result of Portrush hosting Air Waves 2016; and second, to assess spectator satisfaction with and their perceptions of various aspects of hosting the event in Causeway Coast and Glens.

The full report is attached at Annex A.

The headline findings are:

The overall attendance was 150,000 comprised of 101,230 different people.

Economic Impact:

• Group	• £
• Day Visitors	• £572,084
• Non Commercial Stayers	• £657,912
• Commercial Stayers	• £892,010
• SUB-TOTAL (Portrush, Coleraine, Portstewart)	• £2,122,006
• Additional Expenditure in rest of CC&G	• £225,554
• Economic Impact TOTAL	• £2,347,560
• <i>Local Expenditure</i>	• £199,786
• TOTAL Impact and Importance	• £2,547,346

Audience perceptions of the event were positive. The vast majority of respondents (locals and visitors) reported feeling a sense of civic pride. The event attendees felt strongly that Council should continue to host major events in the future (96%).

Conclusion

Officers will continue to develop the Airwaves event in accordance with the 2016 Council direction.

ECONOMIC IMPACT STUDY ON: AIR WAVES PORTRUSH 2016



FINAL REPORT

Submitted to:

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EXECUTIVE SUMMARY

This report presents the key findings from research undertaken at Air Waves Portrush 2016 hosted on the 3rd and 4th September. Overall the event had a positive impact on Portrush in terms of economic impact activity and civic pride. The analysis focuses on **direct visitor expenditure from spectators over the two event days only**. The overall figure is likely to be much higher due to the other groups (e.g. pilots, exhibitors, volunteers, officials, media etc.) being omitted and the organisational expenditure impact is also not included.

ECONOMIC IMPACT OF SPECTATORS

The direct economic impact attributable to event-specific spectators to Air Waves was **£2.35m** across the weekend, of which **£2.12m** was spent in the Portrush, Portstewart and Coleraine area. In addition to visitor expenditure, local residents living in the Causeway Coast and Glens spent a further of **£0.20m**, which although not part of the economic impact, it does highlight the positive engagement of local residents with Air Waves.

PERCEPTIONS

Audience perceptions of the event were positive and the vast majority of respondents reported a sense of civic pride as a result of the event taking place. It was also found that event attendees felt strongly that Causeway Coast & Glens Council should continue to host major events in the future (96%). The feedback received reinforced the perception that the area is a good place to visit and provided an enjoyable experience to visitors and locals alike whilst also offering constructive feedback around the aspect(s) of Portrush and the North Coast requiring the most improvement.

CONCLUDING COMMENTS

Overall, the 2016 Air Waves Portrush was a very positive event for the Causeway Coast and Glens area. High approximated attendances, positive attendee feedback and a direct economic impact of **£2.35m** from spectators provide compelling evidence that the air show was beneficial to the area.

1. INTRODUCTION

This report presents the key findings emerging from research undertaken on the Air Waves Portrush event on the 3rd and 4th September 2016. Organised by Causeway Coast and Glens Borough Council, Air Waves is a flagship event in the Northern Ireland calendar, hosted in the seaside resort of Portrush. The event includes an air display and ground activities and has been granted Platinum status by the Royal Air Force.

The research was commissioned by Causeway Coast and Glens Borough Council and conducted by the Sport Industry Research Centre (SIRC) at Sheffield Hallam University. The main purpose of the research was to calculate the direct economic impact of the event on Causeway Coast and Glens resulting from the additional expenditure by spectators only using the *eventIMPACTS* recommended approach.¹ Any additional expenditure from non-spectator groups such as officials, participants, volunteers and media personnel has not been included, in order to inform the economic impact assessment, as the information was not available at the time of writing. The economic impact estimates are presented in section 5. The research also examined audience perceptions and awareness of different aspects of interest to event stakeholders - these findings are presented in section 6.

2. AIMS AND OBJECTIVES

The aims of this project were to first, conduct a programme of primary research in order to estimate the additional expenditure generated in the local economy (determined as the Causeway Coast and Glens Borough Council area) as a result of Portrush hosting Air Waves 2016; and second, to assess spectator satisfaction with and their perceptions of various aspects of hosting the event in Causeway Coast and Glens. This aim would be met by achieving the following objectives:

- Conducting a questionnaire survey on a sample of approximately 800 spectators from the two days;
- Creating a database of the responses received using the Statistical Package for the Social Sciences (SPSS) so that the relevant analysis could be conducted on the data;
- Calculating the number of people attending the event who lived outside the Causeway Coast and Glens Borough Council area, and who were in the local economy specifically to attend the event;
- Calculating the number of commercial bed-nights generated in the local area in order to assess the impact made on hotels and guest houses by people not resident in Causeway Coast and Glens;
- Calculating the expenditure by non-residents related to their visits to Causeway Coast and Glens;

¹ <http://www.eventimpacts.com/impact-types/economic>

- Calculating the expenditure by residents of Causeway Coast and Glens (although this is not direct economic impact and is reported separately; and
- Assessing event perceptions and civic pride levels with a number of aspects of the event and the Causeway Coast and Glens in general.

In addition to this, the following two areas are not included in the analysis, but would ordinarily form part of any economic impact calculations:

- Calculating the number of people from other groups (e.g. media, officials, volunteers etc.) and their expenditure patterns in the local area; and
- Calculating any organisational expenditure made in Causeway Coast and Glens which was not picked up by the questionnaire survey, for example, expenditure by the organisers with local suppliers to the event.

3. METHODOLOGY

The methodology employed in this research was that devised for UK Sport (by SIRC) originally in 1997 and revised over the numerous economic impact evaluations undertaken since the original framework. In order to calculate the additional expenditure in the Causeway Coast and Glens economy attributable to the event, the key interest group of spectators were surveyed using research instruments devised specifically for this purpose (see Appendix A). The primary research at the event involved eight stages:

1. Quantify the proportion of respondents who live in the host area and those who are from elsewhere;
2. Establish basic characteristics of visitors e.g. where they live and composition of the party;
3. Establish the proportion of people whose main reason for being in the host area is the event;
4. Determine the catchment area according to **locals** (Causeway Coast and Glens residents), and visitors, either **national** (elsewhere in Northern Ireland) or **international** respondents;
5. Quantify the number of visitors staying overnight in the host area and the proportion of these making use of commercial accommodation;
6. Quantify how many nights those using commercial accommodation will stay in the host area and what this accommodation is costing per night;
7. Quantify for those staying overnight (commercially or otherwise) and day visitors, the daily spend in the local economy on six standard expenditure categories; and
8. Quantify what people have budgeted to spend in the host area and for how many people such expenditure is for.

For the purpose of this research the impact was calculated on the Causeway Coast & Glens area, hence, anyone living outside this area but visiting as a direct result of the event being staged in Portrush was eligible for inclusion in the economic impact calculations. Visits to the event by local people were recorded in order to calculate the "dead-weight" percentage. Although their expenditure is not included in the impact calculations, they are calculated to indicate the size of the local expenditure as part of a wider economic importance analysis.

The data collected at the game was then input, cleaned and analysed using the industry standard Statistical Package for the Social Sciences (SPSS). The outputs informed the UK Sport/SIRC economic impact model in order to derive the overall additional expenditure. The figures derived were then scrutinised which allowed the total economic impact from spectators to be calculated. Desk research on event documentation such as event attendees (e.g. pilots, volunteers, event officials etc.) hotel booking schedules and attendance information alongside details supplied by Causeway Coast & Glens Borough Council regarding the available accounts for the event would ordinarily be used to supplement the data collection in order to derive the economic impact attributable to the event, but was not available to be included in the analysis.

4. SAMPLE

Face to face surveys were conducted at both days of the event by the research team with spectators (aged 16 and over) using a self-completion questionnaire. Copies of the questionnaire used at the event can be found in Appendix A. Surveying over the weekend generated an overall usable spectator sample of **1,004**.

Due to the nature of the free-to-air event it was not ticketed, therefore the spectator numbers are calculated using the spectator estimates provided in discussions with Causeway Coast & Glens Council, and photos of crowd sizes across the weekend.

5. ECONOMIC IMPACT

5.1. Overview

This component of the research examined the additional expenditure in the Causeway Coast and Glens area resulting from the spending attributable to hosting Air Waves 2016, generated from non-local, event-specific visitors to the area

Figure 5.1 outlines the groups eligible for inclusion for an economic impact assessment, although the detail underpinning these headline figures is presented for spectators only.

Figure 5.1: Eligible groups



5.2. Spectators

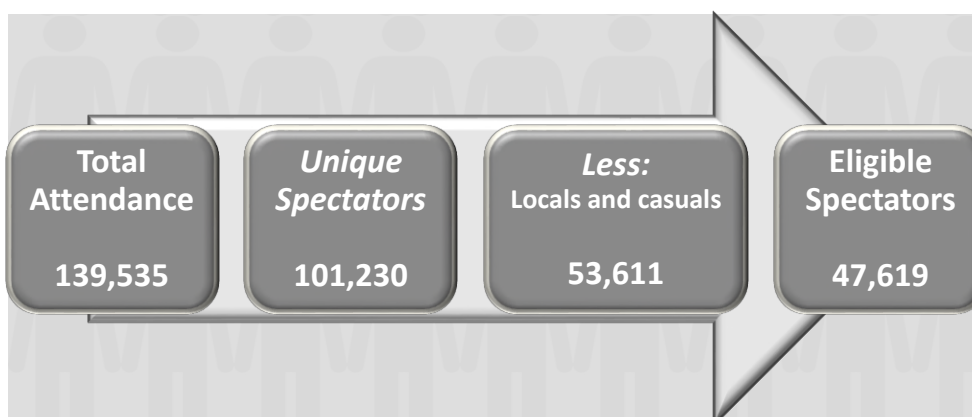
The spectator analysis comprises visitors to the Causeway Coast & Glens area (direct economic impact) and local residents (not direct impact, but contributing to the overall economic importance/activity).

5.2.1. Spectator attendance

The organisers estimated some **150,000** spectators to the area during the weekend of Air Waves 2016. We estimate that spectators watched the event from an average of 1.08 locations on the promenade which means an attendance of **139,535**, and according to the spectator survey, each person attended the event for an average of 1.37 days, meaning that these spectator admissions were generated by c. **101,230** different people.

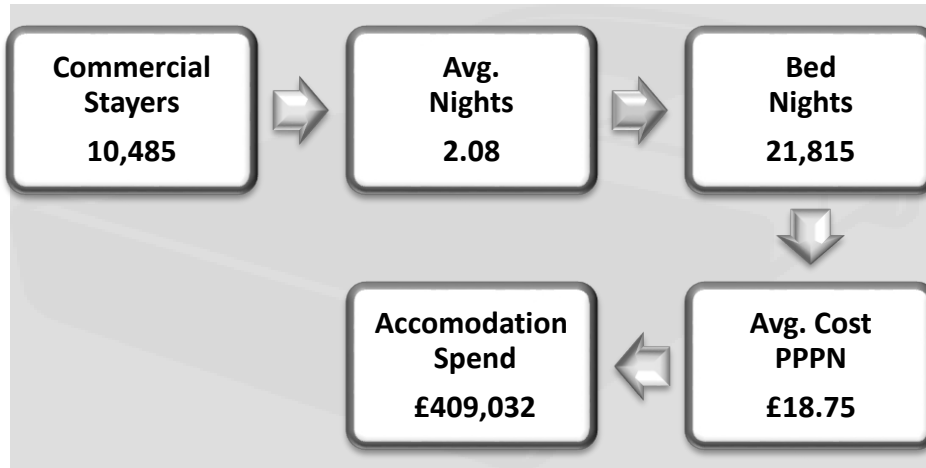
Around 55% of spectators were either normally resident in Causeway Coast and Glens or were not present in the area specifically to attend Air Waves (casual visitors). Thus, the impact calculation is based on c. **47,619** event-specific visitors.

Figure 5.2: Derivation of 'eligible' spectators for Causeway Coast and Glens



Around **10,485** of the event-specific (eligible) visitors (22%) stayed overnight in paid accommodation in the area as part of their visit. Taking into account their average duration of stay and the average accommodation cost per person per night (PPPN), Figure 5.3 illustrates that the associated revenue for accommodation providers in the Causeway Coast & Glens area amounted to c. **£0.41m**. It is worth noting that the average spend on accommodation (at £18.75) was diluted by a high proportion (50%) of those staying in commercial accommodation making use of campsites/caravan parks at a much lower rate (c. £8 PPPN) than those in hotels/B&Bs (c. £30 PPPN).

Figure 5.3: Commercial bed-nights and accommodation spend in Causeway Coast & Glens



As shown in Figure 5.4, the average trip duration across all eligible visitors, including both overnight (commercial and non-commercial) stayers and day visitors, was **1.56** days / nights. Their average daily expenditure in Portrush, Coleraine and Portstewart on items other than accommodation (food and drink, shopping, local travel etc.) is estimated at around **£23** per person per day.

Figure 5.4: Types of eligible spectators and their trip duration

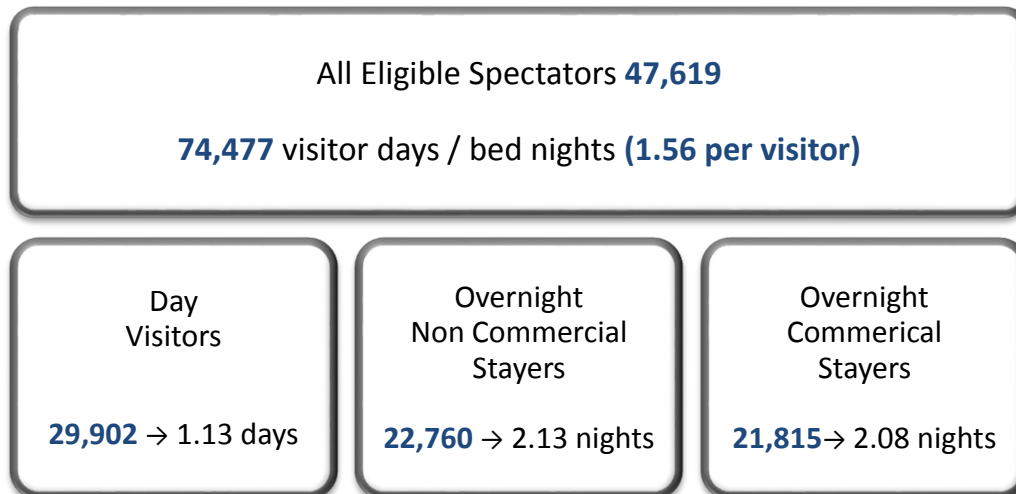
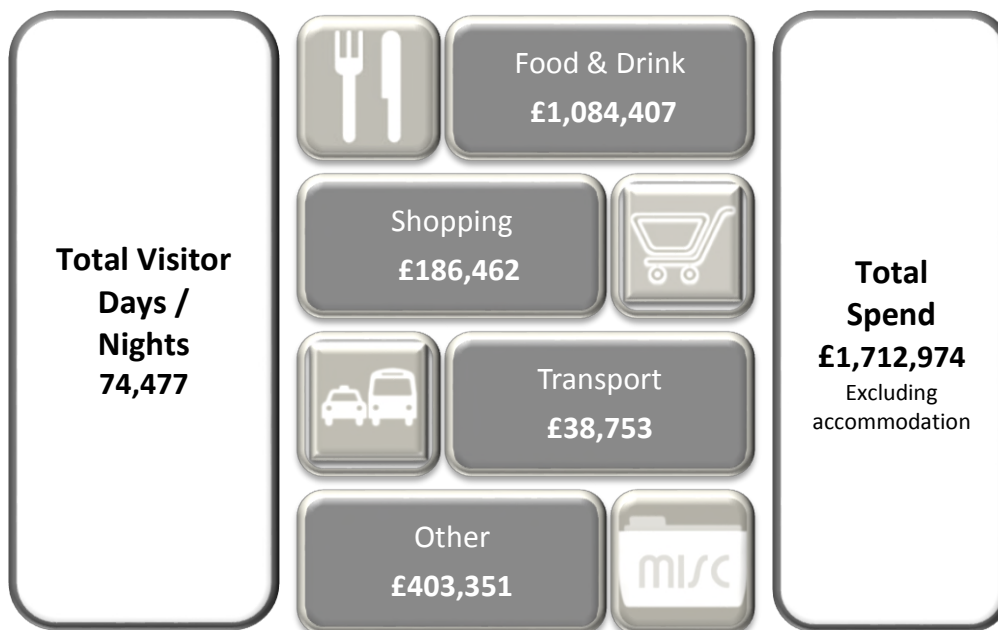


Figure 5.5 presents an itemised breakdown of the expenditure associated with event spectators.

Figure 5.5: Non-accommodation spend by eligible spectators



In aggregate terms, the expenditure by all eligible spectators on non-accommodation items amounted to **£1.71m**. Collectively, the total spending by eligible spectators on accommodation and other items represents additional expenditure in the Portrush, Portstewart and Coleraine area of **£2.12m** - see Figure 5.6. In addition, spectators from outside the Causeway Coast and Glens area had an additional expenditure of **£0.23m** in the wider Causeway Coast and Glens area in addition to the expenditure in the Portrush, Portstewart and Coleraine area. Overall, non-residents visiting the Causeway Coast and Glens area had an event related expenditure of **£2.35m**.

5.2.2. Local spectators

Although not included in the economic impact calculations, expenditure by local residents is an important element to note as part of the wider context of the event. Overall, an estimated **51,627** spectators resident in the Causeway Coast and Glens area attended the event including the evening display at Portstewart. Their average daily expenditure in the Causeway Coast and Glens area equates to an overall expenditure of **£0.20m**.

5.3. Economic importance

Figure 5.6 outlines the combined economic importance figure, adding the visitor expenditure with the local expenditure.

Figure 5.6: Total additional expenditure by spectators

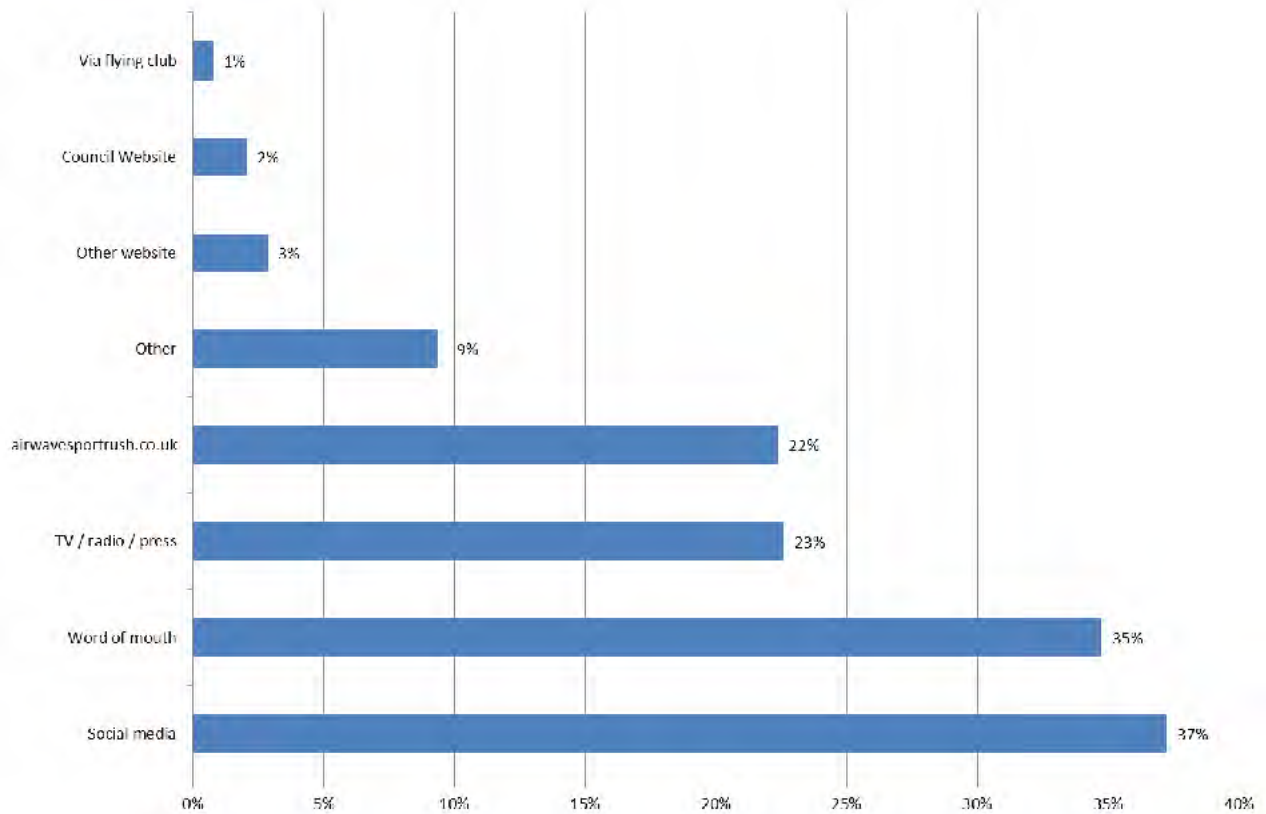
Group	£
Day Visitors	£572,084
Non Commercial Stayers	£657,912
Commercial Stayers	£892,010
<i>SUB-TOTAL (Portrush, Coleraine, Portstewart)</i>	£2,122,006
Additional Expenditure in rest of CC&G	£225,554
Economic Impact TOTAL	£2,347,560
<i>Local Expenditure</i>	£199,786
TOTAL Impact and Importance	£2,547,346

6. SPECTATOR PERCEPTIONS

6.1. Event Awareness

Figure 6.1 illustrates the ways in which respondents found out about the Air Waves 2016 taking place in Portrush. 'Social Media' was the most popular source, cited by around 37% of the overall spectator sample and Facebook was the most popular forum for this (49% of those citing social media said Facebook), with 'Word of Mouth' at 35%. The 'online' awareness varied between different sites, with the event website (22%) the most cited, followed by other websites (3%), and the Council website (2%).

Figure 6.1: Awareness of the event



6.2. Civic Pride and Destination Image

The responses to the questions about civic pride, event enjoyment and Portrush as a host venue are presented in the following figures. Overall, the majority of spectators "agreed" or "strongly agreed" with the statement *"I feel more positive towards Causeway Coast & Glens Council as they are hosting Air Waves Portrush"* (82%). Those visiting the Causeway Coast & Glens Council area reported a slightly enhanced positive attitude towards the area following their visit to the event (83%) compared to residents (81%) - see Figure 6.5.

Figure 6.2: I feel more positive towards Causeway Coast & Glens Council as they are hosting Air Waves Portrush"

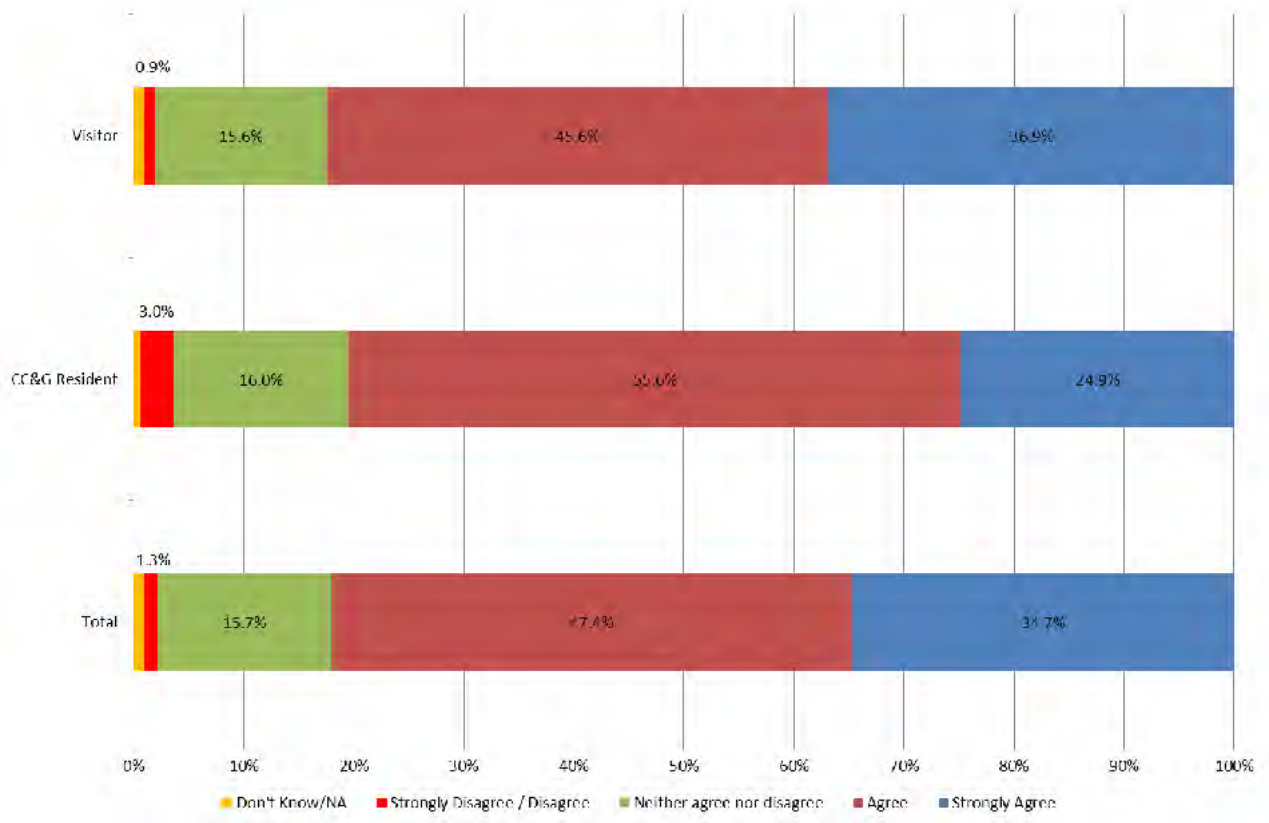


Figure 6.3: I would return to Portrush for another Airshow in the future

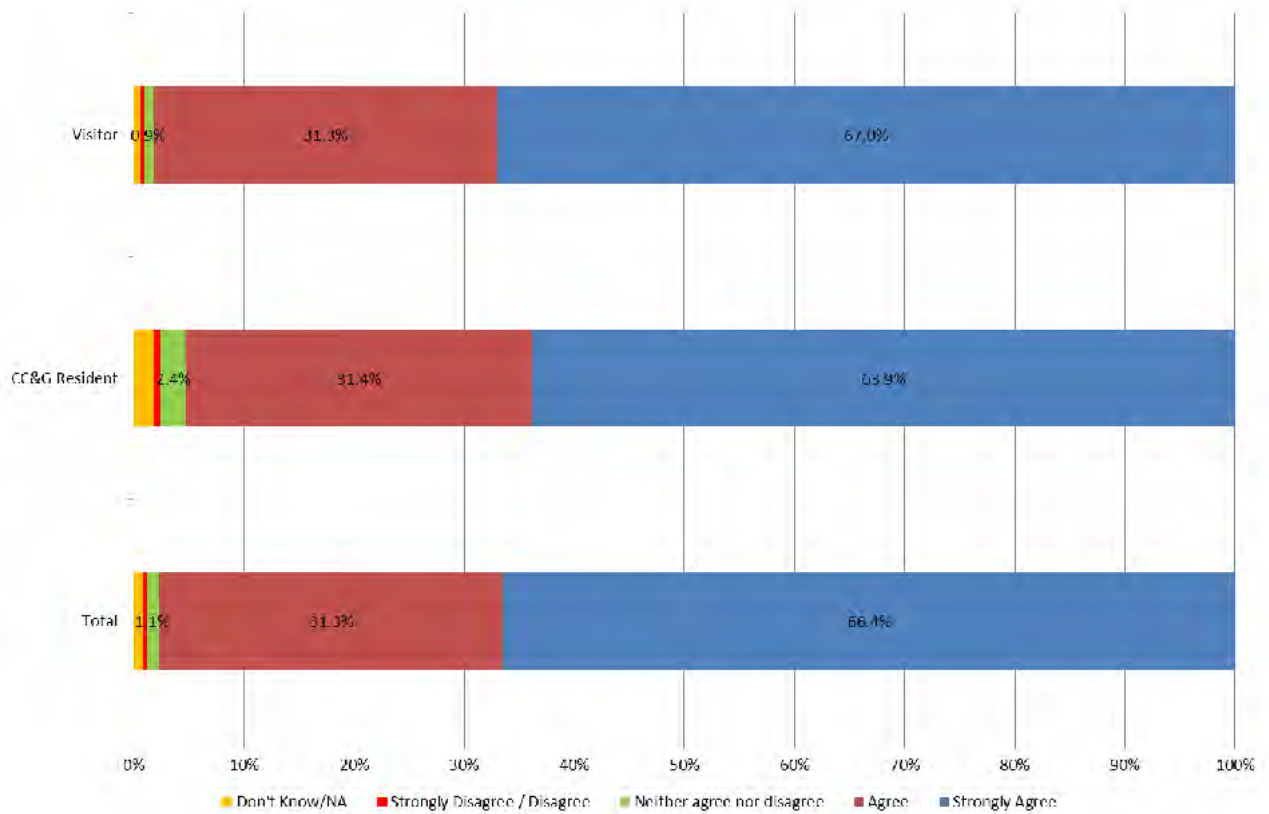


Figure 6.4: I would return to Portrush for a holiday/short break in the future

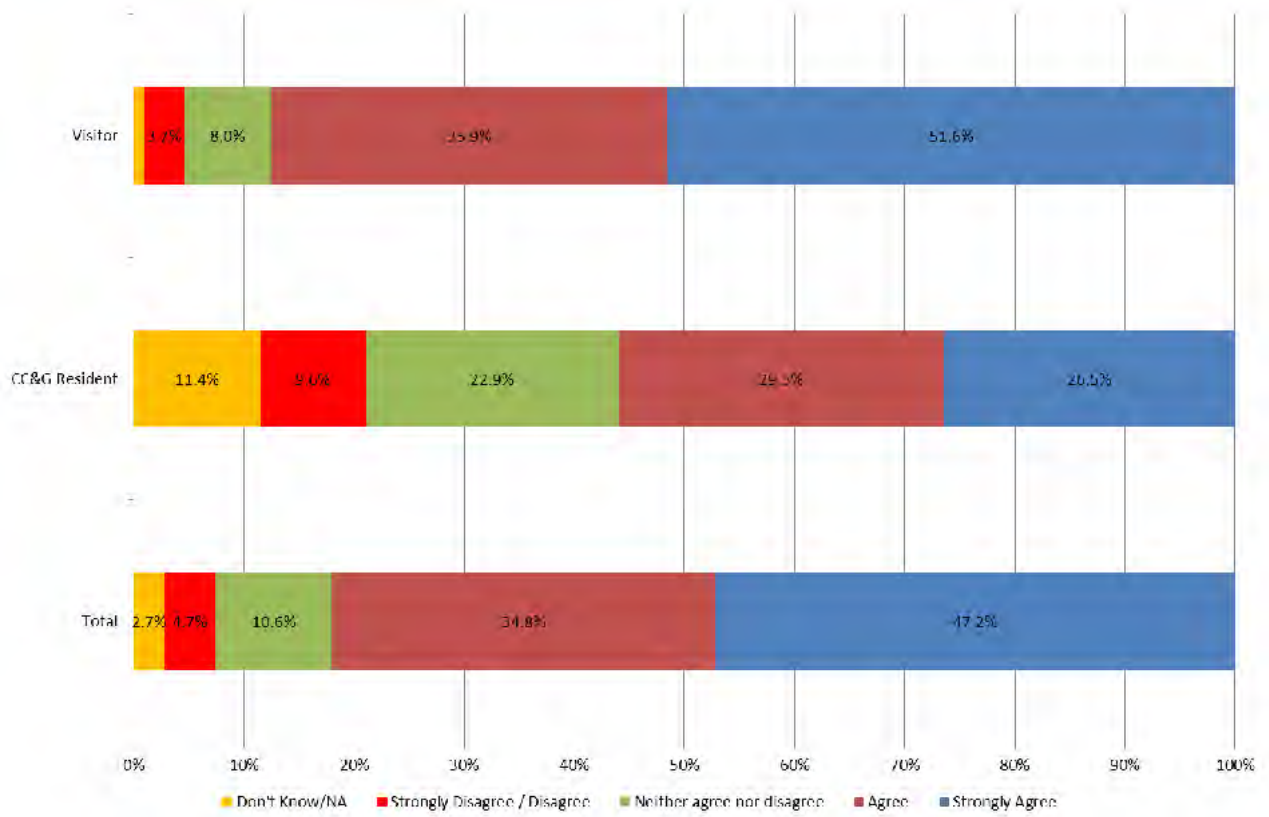


Figure 6.3 outlines that the vast majority of respondents would return to Portrush for another Airshow in the future (98%) which suggests they enjoyed the spectacle provided. Figure 6.4 outlines that the desire to return to Portrush in the future was mixed depending on whether respondents were residents of CC&G or visitors. Those people residing outside CC&G reported much higher desire to return on holiday than residents at 88% v 56%, although this is not surprising.

Figure 6.5: I have enjoyed watching Air Waves this weekend

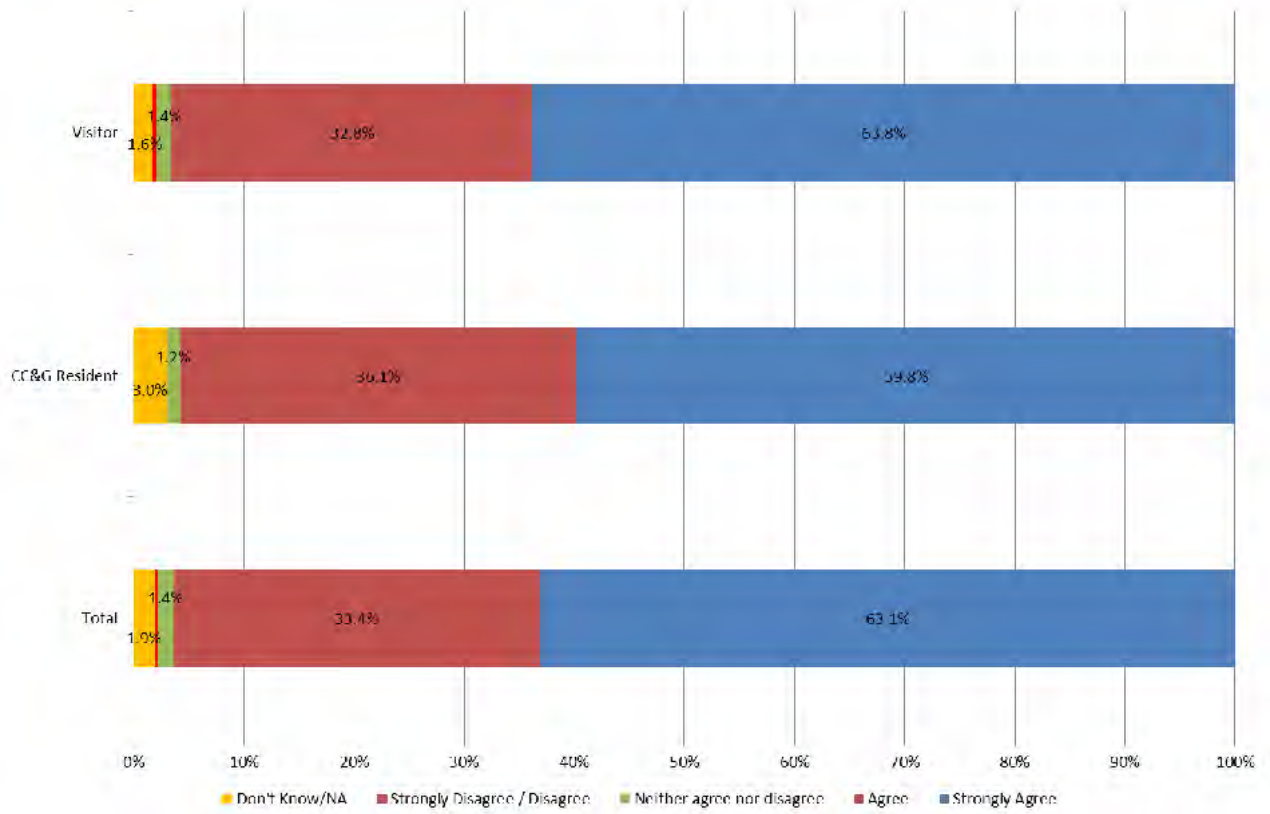
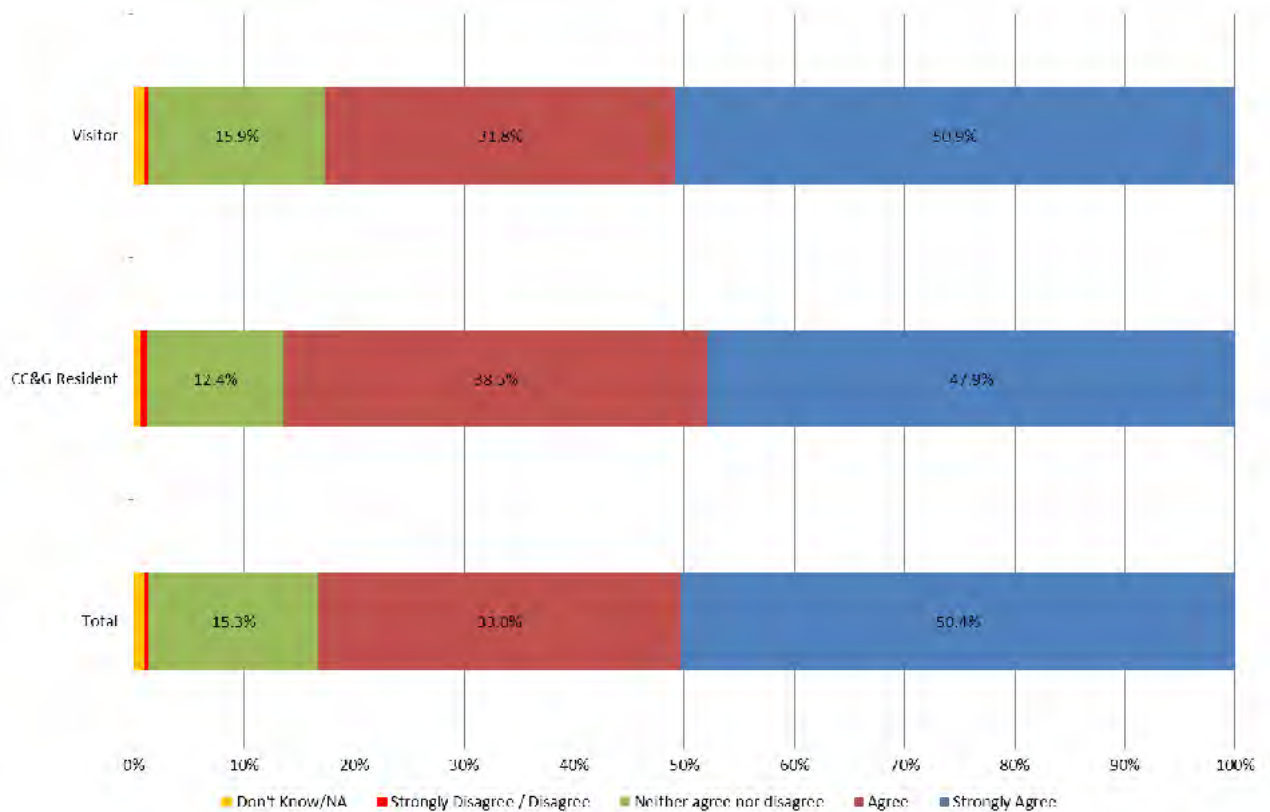


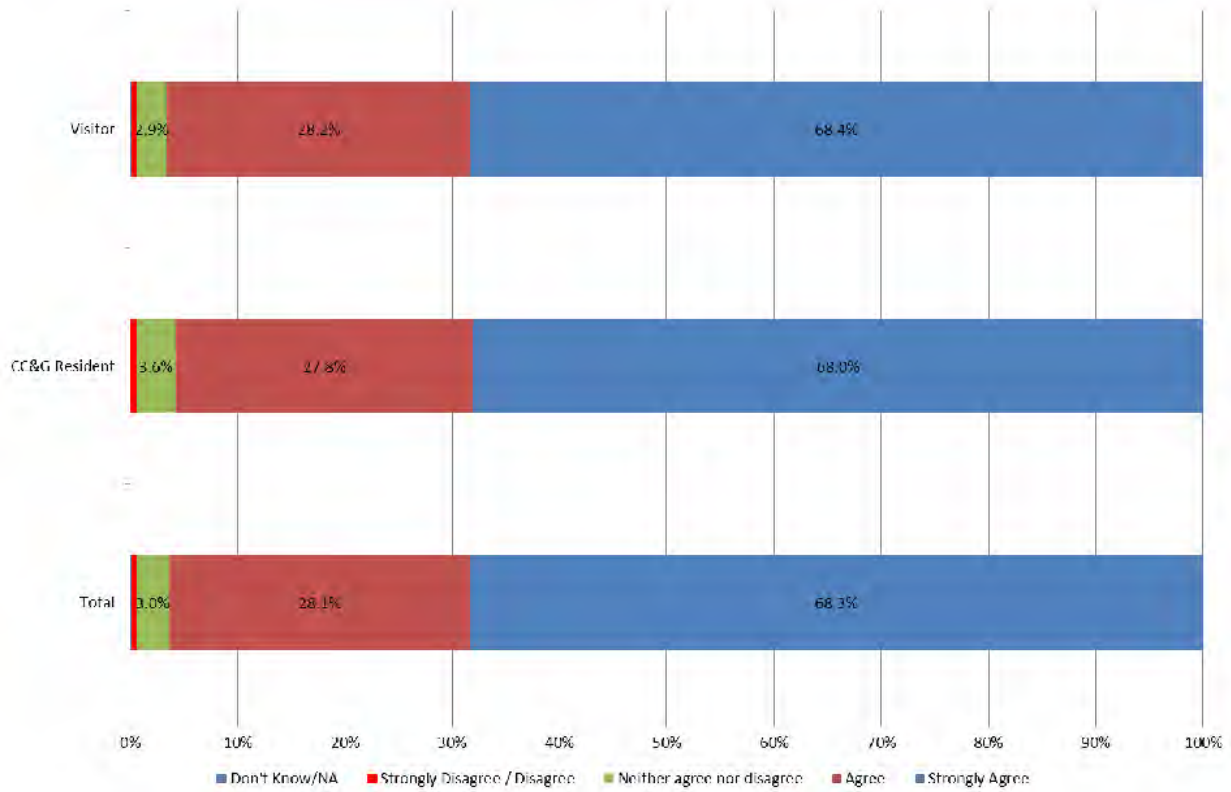
Figure 6.6: I feel proud that Causeway Coast & Glens is hosting Air Waves



CC&G residents were slightly more likely to "feel proud that Causeway Coast & Glens is hosting Air Waves" (86%) when compared to the sample as a whole (83%).

Finally in terms of civic pride, respondents were asked whether "Causeway Coast & Glens Council should continue to host major sporting events" with a positive result. Overall 97% of the sample agreed with this statement, and this was the same for residents and visitors which suggests that local residents have a really positive view towards being a host venue for events, albeit a biased sample of people attending a sports event in CC&G - see Figure 6.7.

Figure 6.7: Causeway Coast & Glens Council should continue to host major events



The finding that event attendees have positive levels of satisfaction with the civic pride questions is not surprising, and follows a similar pattern to other event inspiration work, although usually those residing in the host economy are more favourable to something in their local area than those visiting which is the opposite in this case, albeit only marginally. Notwithstanding this, the strong feelings of civic pride are a really positive finding.

6.3. Spectator overall ratings

Overall ratings of Portrush were sought from respondents, and are outlined in Figures 6.8 and 6.9. First, as a host venue - see Figure 6.8, and as a visitor destination - see Figure 6.9.

Figure 6.8: How would you rate Portrush as a host venue for major events?

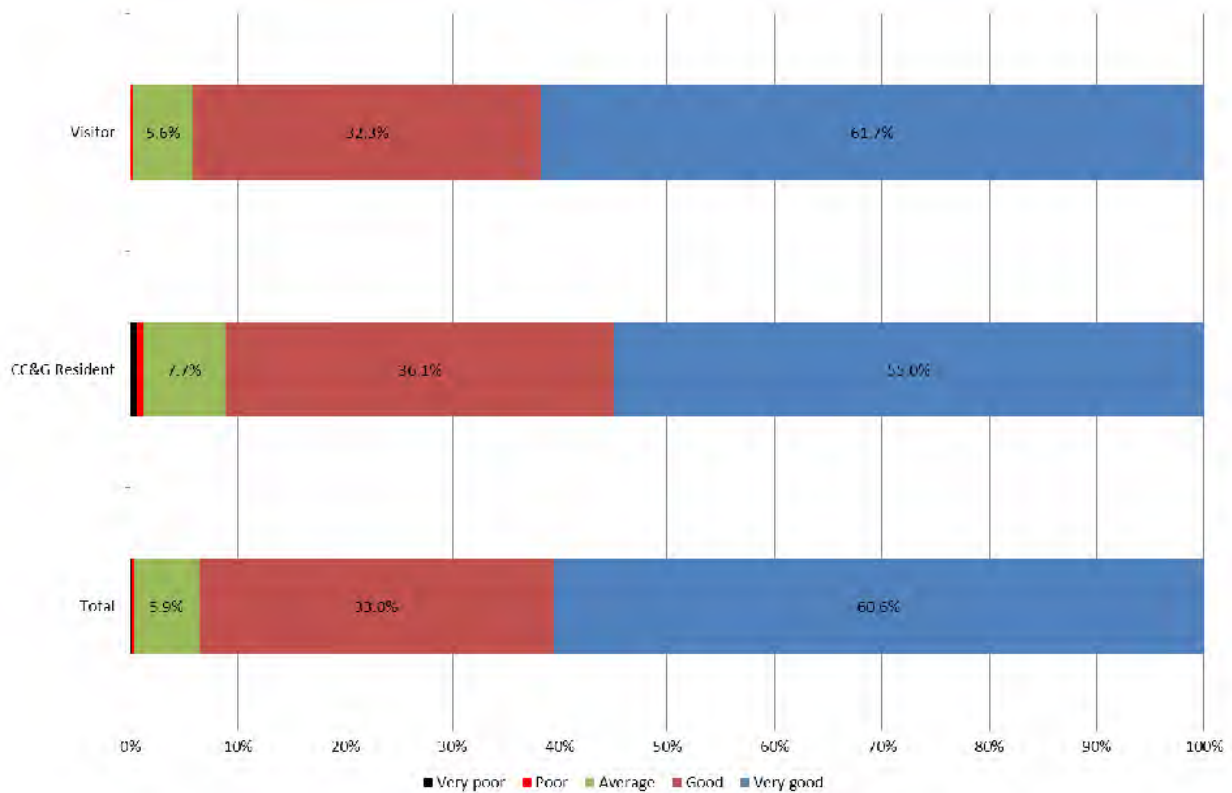
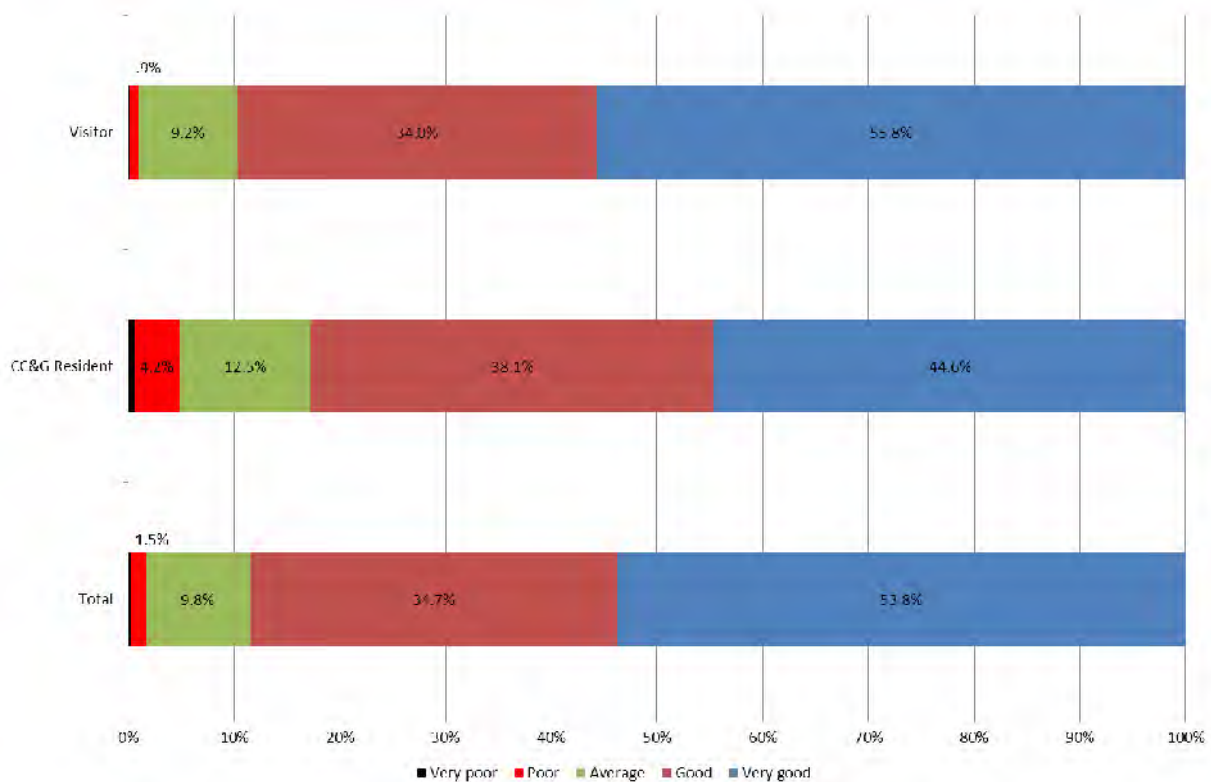


Figure 6.9: How would you rate Portrush as a visitor destination?



The overall rating of Portrush as a host venue was 93% "good/very good", which is a very positive finding, and visitors to the area had an enhanced view of this when compared to residents at 94% compared to 91% for residents. The rating for 'Portrush as a visitor destination' was 89% "good/very good" and visitors again had a higher positive rating at 90% compared to 82% of residents.

6.4. Qualitative comments

All of the responses to the two qualitative questions can be seen in the accompanying document, split by whether the respondent was a resident of Causeway Coast & Glens or a visitor to the area. The key emerging themes included:

In your opinion, what is the most attractive aspect(s) of Portrush and the North Coast?

Beach (376), scenery (367), coast (157), views (85), sea/seaside (62), restaurants (49), Barry's (41), walks (38), Giants Causeway (33).

In your opinion, what aspect(s) of Portrush and the North Coast requires the most improvement?

Parking (145), town centre / the main street (115), derelict buildings (113), shopping (75), public toilets (69), traffic (31).

7. FINAL COMMENTS

The 2016 Air Waves air show in Portrush, Causeway Coast & Glens was watched by an estimated **101,230** different spectators in Causeway Coast & Glens, **47,619** of whom are estimated to be from outside the Causeway Coast & Glens boundary and in the area specifically for Air Waves. In addition to the people visiting Causeway Coast & Glens, other event attendees such as officials, volunteers and media personnel etc. were in attendance but this was not part of the economic impact calculations as the necessary information was not available. This additional activity means the overall impact figure for the whole programme of activity, not just the spectator expenditure, is likely to be a little higher, although it is not possible to quantify this without additional details which are unavailable at the time of writing.

The event generated a direct economic impact from spectators of **£2.35m** for the Causeway Coast & Glens area as a result of the spending by non-local event attendees, **£2.12m** of which in the Portrush, Portstewart and Coleraine area. In addition, local people within the Causeway Coast & Glens boundary had an overall expenditure of **£0.20m** and, although this is not direct economic impact as it is not "new" money coming into the local economy, it is an important part of the local engagement with the event.

Finally, audience perceptions of the event were positive and the vast majority of respondents reported a sense of civic pride as a result of the event taking place. It was also found that event attendees felt strongly that Causeway Coast & Glens Council should continue to host major sporting events in the future (96%). The feedback received in the qualitative questions also backed up the notion that the area is a good place to visit and gave visitors and local people an enjoyable experience, with some constructive feedback around the aspects most in need of attention.

Steve Bullough
Lee Edmondson
Richard Coleman

November 2016

APPENDIX A - SPECTATOR QUESTIONNAIRE



Causeway Coast & Glens Borough Council has commissioned this research to assess the economic impact and your perceptions of the 2016 Northern Ireland International Air Show "Air Waves Portrush". We would be grateful if you could spare a few minutes to complete this questionnaire.



1. How did you find out about this event? Mark all that apply

- Via flying club
 airwavesportrush.co.uk
 Word of mouth
 Social media (please specify) _____
 TV/radio/press
 Council website
 Other website
 Other (please specify) _____

2. Which of the following days have you attended or will you attend Air Waves Portrush?

- Saturday 3rd
 Sunday 4th

3. From how many (and which) different locations have you, or do you plan to watch Air Waves Portrush from?

Mark all that apply

- Locations on Saturday 3rd
 Village North (Lansdowne)
 Coastal promenade
 Village South (East Strand)
 Other (please specify) _____

- Locations on Sunday 4th
 Village North (Lansdowne)
 Coastal promenade
 Village South (East Strand)
 Other (please specify) _____

4. Which of the following best describes the MAIN REASON for you being here today?

- I am here specifically to attend Air Waves Portrush
 Other (please specify) _____

5a. In your opinion, what is the most attractive aspect(s) of Portrush and the North Coast?

5b. In your opinion, what aspect(s) of Portrush and the North Coast requires the most improvement?

6. To what extent do you agree with the following statements about Air Waves Portrush?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	N/A / Don't Know
a. I feel more positive towards Causeway Coast & Glens Council as they are hosting the Air Waves Portrush	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I would return to Portrush for another Airshow in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I would return to Portrush for a holiday/short break in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I have enjoyed watching Air Waves this weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I feel proud that Causeway Coast & Glens is hosting Air Waves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Causeway Coast & Glens Council should continue to host major events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How would you rate the following aspects ?

	Very Good	Good	Average	Poor	Very Poor	Don't Know
a. Portrush as a host venue for major events?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Portrush as a visitor destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



8. Do you live within the Causeway Coast & Glens Borough Council area (see grey area on the map)?

Yes No

8a. Which city / town / village best describes where you live, or live closest to?

9. For research purposes only, please provide your **FULL** home postcode. -

10. Including yourself, how many people are in your group? Adults Under 16's

11. Are you staying away from home at all during your visit? Yes (Go to Q12) No (Go to Q17)

12. If yes, where are you staying? Portrush Portstewart Coleraine
 Elsewhere in the Causeway Coast and Glens area Elsewhere in Northern Ireland
 Outside Northern Ireland

13. And is this? With Friends / Relatives (Go to Q16) Hotel / B&B / Rental Campsite
 Other (please specify) _____

14. How much (if anything) are you spending on accommodation per night? £ .00

15. Including yourself, how many people does this accommodation expenditure include?

16. For how many nights are you staying in this accommodation on this trip?

17. Approximately (to the nearest £), how much do you expect to spend per day in the Portrush, Portstewart and Coleraine area on the following items?

Food & Drink	£ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	Event Merchandise / Programme	£ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Shopping / Souvenirs	£ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	Entertainment / Attractions (e.g. cinema)	£ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Local Travel	£ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	Other (e.g. petrol/parking)	£ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00

18. Approximately (to the nearest £), how much additional expenditure do you expect to spend per day in the Causeway Coast and Glens area OUTSIDE the Portrush, Portstewart and Coleraine area?

£ .00

19. Including yourself, how many people does this expenditure include?

A researcher will be along to collect your completed form in a moment. THANK YOU for your support and enjoy the rest of the event.

